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EXAMINER
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NGUYEN, CUONG H

ART UNIT	PAPER NUMBER
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3661

DATE MAILED: 02/10/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

# Office Action Summary

Application No.

09/784,148

Applicant(s)

PAVLIK, RONALD J.

Examiner

CUONG H. NGUYEN

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— The MAILING DATE of this communication appears on the cover sheet with the correspondence address —  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 15 October 2004.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-20 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 16 February 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_

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**Status of the claims**

1. This Office Action is the answer for the amendment received on 10/15/2004. Claims 1-20 are pending.

**Response**

2. The rejections on 35 USC 112, 2<sup>nd</sup> para. Are withdrawn.

The arguments submitted on 10/15/04 on 35 USC 103 (a), obviousness rejections, are unpersuasive because applicant does not argue what he claims but arguing what contain in the specification. On page 11, 2<sup>nd</sup> para., applicant insists that his system does not require a "remote" use; however, "remote use" of cited Katz et al. in deed a narrower application which includes applicant's intent of use (please note that 2 computers in two rooms next to each other can be called "remote" compared to 2 computers having 1 miles away, because the speed of data signals for communication between those 2 machines are relatively "very small").

The examiner uses old and well-known means/steps in previous action because these are old to electronic commerce. These old and well-known features are clarified in below-rejected claims.

On page 13, lines 2-3; the applicant said "neither Katz nor Allard teach Intranets intended primarily for use inside of a physical retail location". The examiner's position is that

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Intranet is an old and well-known network for "local" applications (i.e., a company, a building, or an office - where those spaces are relative "small") in contract to Internet. Katz et al. obviously know this fact because it is very fundamental in networking to have Internet with a extra security layer to limit access/traffic - that essentially is Intranet; furthermore, the invention is about using a network for performing claimed functions, that network is provided by Katz et al. because all claimed functions were covered by Katz's network.

### Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office Action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1, 15-17, 19-20 are rejected under 35 U.S.C. § 103(a) as obvious over Allard et al. (US Pat. 6,249,773), in view of the Katz et al. (US Pat. 6,055,513).

A. Re. claim 1: Allard et al. teach a method of online retail shopping comprising steps of:

(a) assigning a profile to each customer (see Allard et al., 6:1-3);

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- (b) selecting a product search mode from:
  - (i) physically looking at a product on display (see Allard et al., Figs 1 and Fig. 5, ref. 102);
  - (ii) observing a static image including store department-specific product images (see Allard et al., Fig.5 - ref.102); and
  - (iii) proceeding to an intelligent shopping cart and accessing said intranet with said intranet access means these features are equivalent to utilizing an intelligent shopping cart to check out (see Allard et al., Fig.5 - ref. 118);
- (c) if said step (b) (iii) is selected, employing said intelligent shopping cart to use and view a graphical user interface (GUI) thereof (see Allard et al., Fig.5 - ref. 118); and

Allard et al. do not expressly disclose that continuously providing views of product alternatives, and (d) accessing product specific information within searchable databases, selected from suggestion categories consisting of product information, frequently asked questions about a consumer indicated product, alternatives to said indicated product, coordinates suitable therewith, and combinations thereof.

However, Katz et al. teach that idea (see Katz et al., 24:12-29). Katz et al. also teach an idea of accessing account

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information: accessing product specific information, selecting product information, frequently asked questions about a product, alternatives to a product, coordinates suitable therewith, and combinations thereof (see Katz et al., 7:45 to 8:5).

The claimed subject matter of claim 1 are purchasing from a retail establishment, and checking out. Amazon.com has been doing the same thing; although there is not "physically looking at a product on display" but users look at a list or a display of items. ISS is similar to a shopping cart.

It would be obvious for one with ordinary skill in the art at the time of invention to combine Allard et al. and Katz et al. to continuously providing views of product alternatives and being able to select a particular product because this help to give a customer an option to immediately select an equivalent product.

B. Claims 15-17, 19-20 are rejected under 35 U.S.C. § 103(a) as obvious over Allard et al. (US Pat. 6,249,773), in view of the Katz et al. (US Pat. 6,055,513).

The rationales and references for rejection of claim 1 are incorporated.

Allard et al. do not expressly disclose that continuously providing views of product alternatives.

However, Katz et al. teach that idea (see Katz et al., 24:12-29).

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It would be obvious for one with ordinary skill in the art at the time of invention to combine Allard et al. and Katz et al. to continuously providing views of product alternatives because this help to give a customer an option to immediately select an equivalent product.

C. Re. claims 15, 17: The rationales and references for rejection of claim 1 are incorporated.

Allard et al. also teach a use of GUIs that is a step of accessing products by price ranges via GUI/(clicking/selecting an image to have further information), (see Allard et al., Fig.2 - ref. 50 and Fig. 5- ref.100).

D. Re. claim 16: The rationales and references for rejection of claim 15 are incorporated.

Allard et al. also teach a use of accessing products by price ranges via GUI by random (see Allard et al., Fig.2 - ref. 50 and Fig. 5- ref.100).

4. Claims 2-14, 16, 18 are rejected under 35 U.S.C. § 103(a) as obvious over Allard et al. (US Pat. 6,249,773), in view of the Official Notice.

The rationales and references for rejection of claim 1 are incorporated.

The fact that an online transaction applying claimed features such as:

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- Sorting each product category based on price ranges  
(claim 2);
- Accessing said price ranges "criteria" (claim 3);
- executing a zoom function (claims 4, 18);
- arranging sorted search results (e.g. by products' price  
ranges)(claims 5, 16);
- obtaining a product's bar-code tag/element (claim 6);
- inputting said barcode tag/element to a computer (claim  
6);
- ordering a product if not in stock - e.g., in a  
procurement department, a second source is order if a first  
source does not have a required electronic part (claim 7)
- providing assistances to a customer with an electronic  
device while shopping (claims 8-10);
- positioning a table near sale products (claim 11);
- storing a customer's searches - e.g., in an IKEA store, a  
customer writes down which furniture items he selects and gives  
that list to a store's cashier, that list would be entered with  
items' descriptions, and items would be delivered to said  
customer after checking out (claim 12)
- these claims' ideas are fundamental in e-commerce and they  
are not inventive according to In re Venner - The court held



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that providing an automatic or mechanical means to replace a manual activity which accomplished the same result is not sufficient to distinguish over the prior art (the examiner takes Official Notices here because these are old and well-known available computer programming applications). *In re Venner*, 262 F.2d 91, 120 USPQ 193, 194 (CCPA 1958).

It would be obvious to one with ordinary skill in the art to make implementations of Allard et al.'s teaching with the above Official Notices because these are old and well-known available computer programming applications to e-commerce online transactions.

Re. To claims 13-14:

The rationales and references for rejection of claim 2 are incorporated.

- an online access means comprises a panel of store's credit card size and dimension - this would be a designer's choice for a particular format of receiving/inputting personal information (e.g., instead of having a plain blank space for entering an account number/password a fancier means/cell for inputting those information would be presented) - this is called a non-functional descriptive material because this particular information doesn't contribute a proper limitation to a claimed

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step of inputting personal information for a right to access (see Allard et al., claim 2).

It would be obvious for one with ordinary skill in the art at the time of invention to appreciate the Allard et al.'s teaching of a credit card would be used to charge purchased products because the claimed format of charging are only different from cited prior art in non-functional descriptive materials.

#### **Conclusion**

5. Claims 1-20 are not patentable. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

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6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to CUONG H. NGUYEN whose telephone number is 703-305-4553. The examiner can normally be reached on 7am - 3:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Thomas G. Black can be reached on 703-305-8233. The fax phone number for the organization where this application is assigned is 703-305-7687.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

*Cuong Nguyen*

*CHN*  
CUONG H. NGUYEN  
Primary Examiner  
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